

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE

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TO: Arthur Goldfarb
FROM: Paul Degener *[Signature]*
SUBJECT: "Spot Me A Buck" Promotion Participation

DATE: June 4, 1991

Per our recent conversations, this provides a summary of the participation among stores and clerks in this program.

- A total of 8,046 accounts were solicited to participate in the "Spot Me A Buck" promotion.
- 24,045 clerks in those stores were registered as receiving an "Ask For Bucks" button.
- A total of 18,827 clerks were "spotted" wearing their buttons during the March - April promotion period.

This translates to a 78% Contest participation/entry rate among the clerks receiving buttons.

The drawing for the winners (among those clerks "spotted") is being conducted this week and I will notify you as to the results.

[The attached provides the raw data for the investigation into the stores who participated and the number of clerks receiving buttons in the accounts.] Please advise if you need any further information.

cc: R. Camisa
E. Egan
R. Mikulay
T. McCarthy
J. Nellenbach

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